

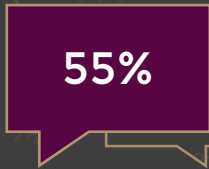
2020 A YEAR LIKE NO OTHER

Adviser survey by

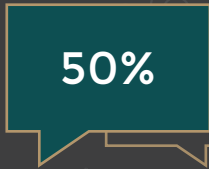


THE IMPACT OF CORONAVIRUS ON THE UK PROTECTION MARKET

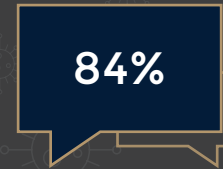
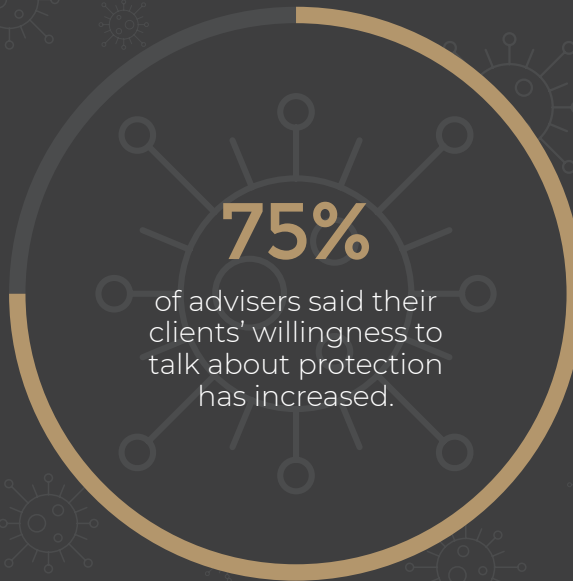
A CHANGE IN CLIENT ATTITUDES



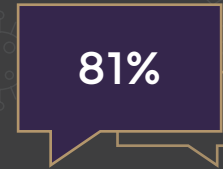
have seen an increase in protection enquiries from new clients.



have seen an increase in protection enquiries from existing clients.



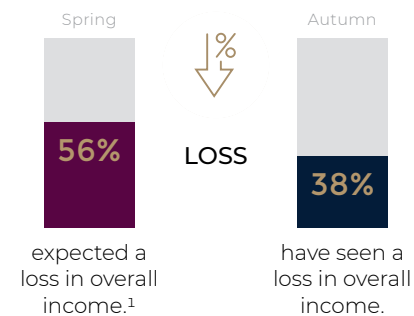
of advisers who didn't usually talk about protection are now discussing it more frequently.



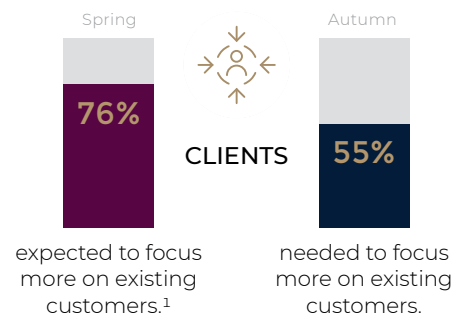
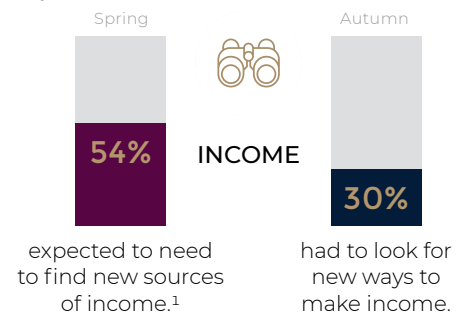
of advisers told us they now talk about COVID-19 in their protection conversations.

IMPACT ON ADVISERS' BUSINESSES

Guardian conducted two surveys in 2020. See whether Spring expectations became Autumn reality.



saw no change to their business.



Source: Unless stated, all results shared above are from Guardian adviser survey of 553 advisers from 19 October until 30 November 2020. ¹Guardian survey of 421 advisers from 14 April to 30 June 2020.

THE IMPACT OF THE STAMP DUTY HOLIDAY ON THE PROTECTION MARKET

THE IMPACT ON MORTGAGE AND PROTECTION SALES



81%

of advisers have seen a spike in mortgage demand.

THE REASONS CLIENTS DON'T BUY PROTECTION



42%

of advisers said their clients say they'll come back to it later.



48%

of advisers said their protection sales had grown.



72%

of advisers said their mortgage sales had grown.



91%

of advisers said they always discuss protection.



17%

of advisers said their clients couldn't afford it.



21%

of advisers said their clients didn't want to discuss it.



4%

said their clients didn't think they needed it.

THE STAMP DUTY HOLIDAY IS DELAYING PROTECTION CONVERSATIONS

10%

of advisers said they're too busy to discuss protection due to mortgage demand.



20%

of advisers are delaying the protection conversation until later.



Source: All results on this page are from Guardian survey of 553 advisers from 19 October until 30 November 2020.

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